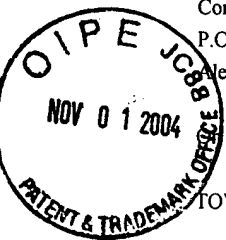


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3622
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October 27, 2004

TOWNSEND and TOWNSEND and CREW LLP

By: [Signature]
Mark T. Davis

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

JACOBY et al.

Application No.: 09/773,943

Filed: January 31, 2001

For: SYSTEM FOR DYNAMIC
GENERATION OF ONLINE
STREAMING MEDIA
ADVERTISEMENTS

Examiner: Jeffrey D. Carlson

Art Unit: 3622

SUPPLEMENTAL INFORMATION
DISCLOSURE STATEMENT UNDER 37
CFR §1.97 and §1.98

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The references cited on attached form PTO/SB/08B are being called to the attention of the Examiner. Copies of the references are enclosed.

Also enclosed is a copy of the Search/Examination report corresponding to the European application.

It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

As provided for by 37 CFR 1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and no representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

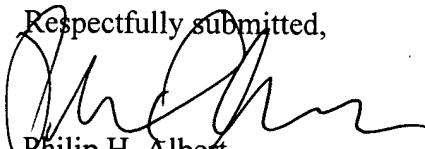
This IDS is being filed before the mailing date of the final Office Action or Notice of Allowance.

CERTIFICATION

I hereby certify that each item of information contained in this Information Disclosure Statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this statement.

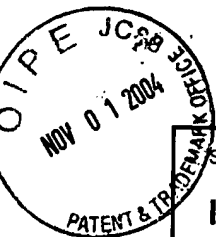
Applicant believes that no fee is required for submission of this statement. However, if a fee is required, the Commissioner is authorized to deduct such fee from the undersigned's Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,



Philip H. Albert
Reg. No. 35,819

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PHA:mtd



Substitute for form 1449B/PTO			Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)			Application Number	09/773,943
			Filing Date	January 31, 2001
			First Named Inventor	Jacoby, Ronald
			Art Unit	3622
			Examiner Name	Jeffrey D. Carlson
Sheet	3	of	Attorney Docket Number	017887-004600US

U.S. PATENT DOCUMENTS+					
Examiner Initials*	Cite No. ¹	Document Number Number Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear

FOREIGN PATENT DOCUMENTS								
Examiner Initials*	Cite No. ¹	Foreign Patent Document			Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³	Number ⁴	Kind Code ⁵ (if known)				
	AA	WO	00/54201	A2	09-14-2000			<input type="checkbox"/>
	AB	WO	01/35290	A1	09-18-2000			<input type="checkbox"/>

NON PATENT LITERATURE DOCUMENTS			
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	AC	"Using HTML Templates in Microsoft Windows Media On-Demand Producer"; 2000, <u>Online</u> , Vol. 2000-10, pp. 1-7, XP002294273, URL: http://msdn.microsoft.com/archive .	

Examiner Signature		Date Considered	
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⁶ EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.